

1955 SEASON

COKER 100

WILT
RESISTANT

1954 BREEDER'S REGISTERED SEED

Picking 100 boll samples in a Coker 100 Wilt strains test in one of our cotton breeding nurseries.



COKER'S PEDIGREED SEED COMPANY

Hartsville

COKER'S
PEDIGREED
SEED
BLOOD
WILL TELL

South Carolina

The South's Foremost Seed Breeders

COKER 100

YIELDING ABILITY

Maximum yields are necessary for greatest profit. Coker 100 Wilt, because of its wide adaptation, abundant fruiting characteristic, wilt resistance, and earliness, has been outstanding in yield. The ability of Coker 100 Wilt to produce high yields has been conclusively proved in our own experimental tests on wilt-infested soils from the Carolinas through Mississippi and Arkansas and by results obtained in tests conducted by State and Federal experiment stations throughout the cotton belt. Its performance on thousands of farms has shown it to be a truly outstanding variety. In 38 five-acre state-wide contests in North Carolina, South Carolina, and Georgia, Coker 100 Wilt has won first place 36 times.

WILT RESISTANCE

Fusarium wilt has infested the soils of large areas throughout the entire cotton belt. Profitable yields cannot be obtained unless a wilt-resistant variety is grown. Our trained and experienced plant breeders and pathologists are working together in breeding for wilt resistance. They have succeeded in combining high yields and excellent fiber quality with resistance. Coker 100 Wilt, because of its yielding ability, is a leading producer on non-wilt soils. This characteristic, combined with high wilt-resistance, makes Coker 100 Wilt the cotton that can be depended upon for profitable yields of high quality cotton in wilt-infested fields.

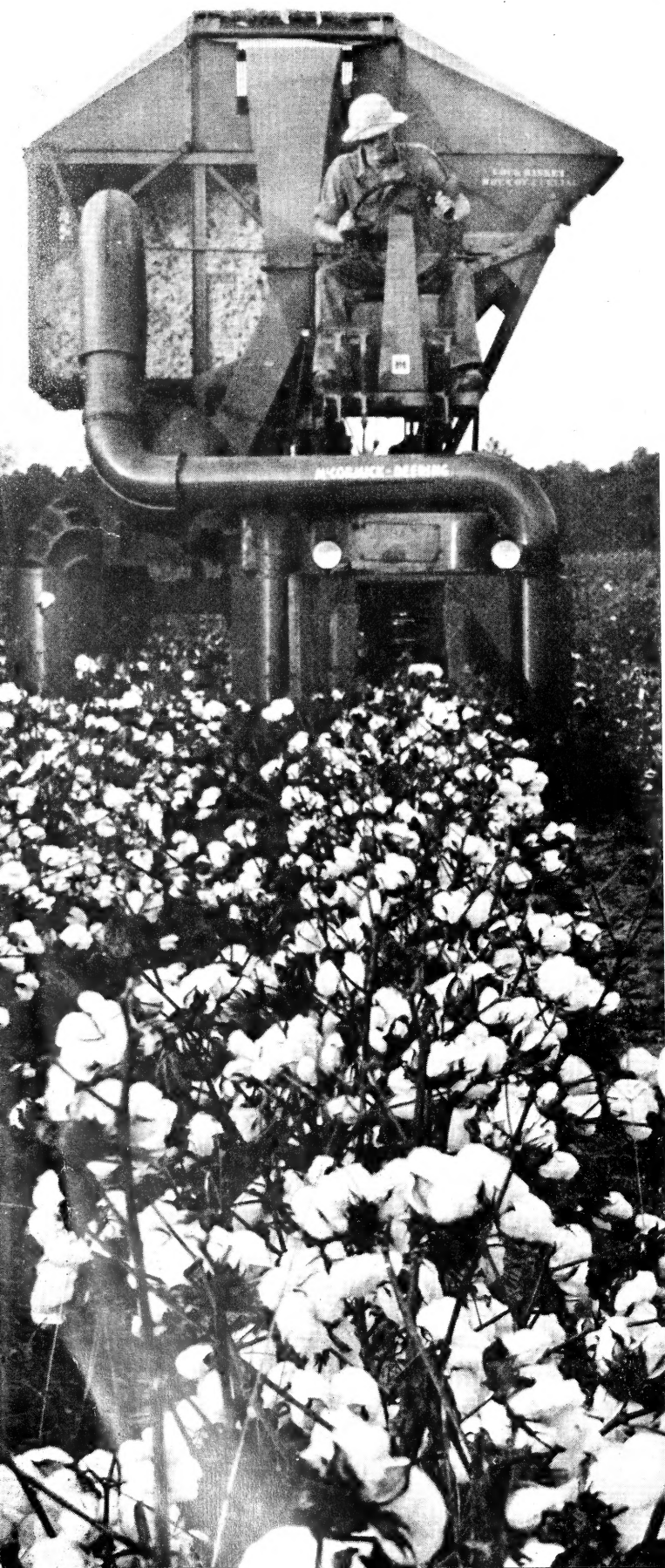
PICKING QUALITY

Coker 100 Wilt, being early and having fluffy bolls, thin foliage, and desirable plant type, is especially adapted to hand or machine picking. The ease with which it can be cleaned in the gin assures the grower of a sample with the minimum amount of trash and the best gin preparation that could be obtained with any variety. Growers who have been leaders in mechanized production have been enthusiastic in their praise of Coker 100 Wilt and its adaptation to mechanical harvesting.

FIBER QUALITY

Coker 100 Wilt is outstanding in quality of fiber as the result of many years of breeding, selection, and testing for improved fiber and spinning characteristics. Through an amendment to the Smith-Doxey Act, passed in 1941, the services of the fiber and spinning laboratories of the U. S. Department of Agriculture were made available to breeders and others on a fee per sample basis. Tens of thousands of lint samples of Coker 100 Wilt breeding stocks have been sent to these laboratories during the 12 years that these services have been available. The extensive use of fiber technology in the selection of new strains has resulted in the 1954 Breeder's Regis-

LEFT—Harvesting a bale-and-a-half per acre field of Coker 100 Wilt with a mechanical picker on the Coker farms in Hartsville, S. C. The wide, fluffy opening and storm resistance of this variety result in better grades and a high degree of picker efficiency.



0 WILT RESISTANT

tered Strain being outstanding in fiber and spinning qualities and in its being sought for and praised by the cotton mills. This has been accomplished along with an increase in yield and improvement in other characteristics. Cotton buyers and cotton manufacturers recognize Coker 100 Wilt as being a cotton with character and with a very low amount of waste.

STAPLE LENGTH

Coker 100 Wilt produces a staple of $1\frac{1}{32}$ to $1\frac{3}{32}$ inches on average soils in average seasons. In favorable seasons and on heavy, fertile soils, such as those in the Mississippi Delta, it frequently produces a longer staple.

COKER 100 WILT '54 BREEDER'S REGISTERED SEED

DESCRIPTION

Plant—Erect, semi-determinate in type. Vigorous with more erect branches. Well adapted to mechanized culture and harvesting, and to control of insects.

Foliage—Thin, with deeply-lobed, medium size leaves, usually easy to defoliate.

Season—Very early, usually escaping maximum boll weevil damage and mid-season to late-season moisture shortage.

Bolls—Round ovate, slightly pointed, 70 to 72 per pound, well-fluffed, storm resistant.

Lint Length— $1\frac{1}{32}$ " to $1\frac{3}{32}$ " under average conditions, longer under good conditions.

Lint Percent—37% to 39% under average conditions, higher under more favorable conditions.

Fiber Quality—Excellent, uniform, strong. Sought for and praised by buyers and manufacturers.

Production—High. Widely adapted.

Wilt Resistance—High resistance to Fusarium and tolerant, though not resistant, to Verticillium.

Picking Quality—The best. Type of plants, amount of foliage, fluffiness and storm resistance of bolls, and cleanability of lint well suited to hand and mechanical picking.

PRICES MACHINE DELINTED SEED

Coker 100 Wilt, 1954 Breeder's Registered Seed
\$13.00 per 100 lb. bag, \$240.00 per ton.

PRICES ACID DELINTED SEED

Coker 100 Wilt, 1954 Breeder's Registered Seed
\$10.50 per 50 lb. bag, \$390.00 per ton.

ALL SEED TREATED WITH CERESAN

IMPORTANT NOTE

Our Coker 100 Wilt Resistant Cotton has been bred to produce maximum yield on soils infested with Fusarium wilt, and it has some tolerance to Verticillium wilt. However, due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and cultural practices, and the presence in most instances of nematodes, no conscientious breeder can guarantee any wilt resistant cotton to survive 100% on any wilt infested soils.

BELOW—A section of our cotton breeding nursery at Chester, S. C., showing Coker 100 Wilt strains test.



COTTON

In breeding for improved cotton varieties, our breeders have sought to develop cottons which meet the requirements of maximum dollar return per acre. This they seek to achieve by endeavoring to bring into combination in a single variety the greatest possible number of desirable characteristics. To a marked degree they have achieved this objective in our 1954 Breeder's Registered Seed of Coker 100 Wilt Resistant cotton.

Not only do our 1954 Breeder's Registered Seed of this variety represent a cotton containing the best combination of characteristics we have ever been able to breed into a single variety but they are the product of many years of refining and improving this variety through intensive reselecting and testing.

That means that your Coker 100 Wilt Registered Seed for planting in 1955 are the very best that the ingenuity and knowledge of man and the use of efficient methods and elaborate and scientific equipment can produce.

OUR RESPONSIBILITY

Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seed other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

TOP—J. Wallace Talbert, sales manager and secretary of our company, examines the lint in a field of Coker 100 Wilt. Note the wide open, fluffy bolls of this cotton, and the excellent plant type.

CENTER—All wilt resistant cotton varieties released by Coker's Pedigreed Seed Company are tested for many years on wilt infested soils. This picture shows two Coker 100 Wilt lines grown on either side of a wilt-susceptible check row in one of our Fusarium wilt studies in Hartsville.

BELOW—The high yielding characteristic of Coker 100 Wilt may be seen in this field of Coker 100 Wilt at our breeding nurseries in Chester, S. C. Shown in this picture is Henry Webb, plant breeder in charge of cotton breeding on our Hartsville farms.





Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S

PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Red Heart Trade Mark. Protect yourself by insisting upon having only seed bearing our official O.K. tag and registered Trade Mark.

THE COKER 100 WILT RESISTANT RECORD IN THE SOUTHEAST

State cotton growing contests in the Southeast began in South Carolina in 1926. Today North Carolina, South Carolina, Georgia and Alabama all conduct state contests under the direction of the State Extension Services. Ever since its release in 1942 Coker 100 Wilt has been entered in these contests. Below is a summary of the record made by Coker cottons in these state contests in the Southeast from 1926 through 1953. Complete results of 1954 contests were not obtainable when this publication went to press.

- ★ Coker 100 Wilt winner of every first place state prize except two in State Cotton Growing Contests in North Carolina, South Carolina, Georgia, and Alabama since this variety released in 1942. (No contests held in Virginia and Florida.)
- ★ Coker 100 Wilt holder of all-time Southeast production record of 3.35 bales per acre on five acres. This record made by Maurice Smith of Edgefield County in 1951.
- ★ Coker cottons the winner of 40 out of 45 first places in State Cotton Growing Contests since 1926.

A CONSISTENT HIGH PRODUCER

By states of the Southeast, the percentage of acreage planted to Coker 100 Wilt in 1954 was: Virginia, 99 per cent; North Carolina, 98 per cent; South Carolina, 99 per cent; Georgia, 58 per cent; Florida, 69 per cent; and Alabama 37 per cent. Whether in one-variety states like North Carolina and South Carolina or in highly competitive conditions as in Georgia and Alabama, the results are consistently the same: **Coker 100 Wilt is a high-yielding producer of premium staple bringing maximum dollar return per acre.**

COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



The South's Foremost Seed Breeders
HARTSVILLE, SOUTH CAROLINA

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COTTON
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